

# Overseas Travelers to Utah 2004 Report

The information below was gathered from a report produced by CIC Research, Inc.

Data Sponsor / Administrator: U.S. Department of Commerce, International Trade Administration

According to the report, 305,000 overseas visitors came to Utah in 2004. Note that this data does not include Canada and Mexico.

ORIGIN MARKETS	
Countries	
Germany	17%
UK	15%
France	14%
Japan	8%
Netherlands	8%
South Korea	5%
Italy	4%
Australia	3%
Belgium	3%
Switzerland	2%

ADVANCE TRIP DECISION	
Same Day	0%
1-3 Days	2%
4-7 Days	2%
8-14 Days	5%
15-30 Days	19%
31-60 Days	19%
61-90 Days	14%
91-120 Days	9%
121-180 Days	14%
181 or More Days	16%
Ave. No. of Days	106
Median No. of Days	90

ADVANCE AIRLINE RESERVATION	
Same Day	0%
1-3 Days	3%
4-7 Days	6%
8-14 Days	7%
15-30 Days	27%
31-60 Days	20%
61-90 Days	12%
91-120 Days	7%
121-180 Days	12%
181 or More Days	7%
Ave. No. of Days	71
Median No. of Days	50

MEANS OF BOOKING AIR TRIP	
Airline Directly	13%
Company Travel Dept.	7%
Personal Computer	10%
Travel Agent	62%
Travel Club	1%
Tour Operator	5%
Don't Know	1%
Other	2%

INFORMATION SOURCES	
(multiple responses)	
Airline Directly	18%
Corporate Travel Dept.	6%
Personal Computer	35%
Friends/Relatives	21%
In-Flight Info. Systems	2%
Nat'l Govt. Tourist Office	4%
Newspapers/Magazines	3%
State/City Travel Ofc.	11%
Tour Company	8%
Travel Agency	53%
Travel Guides	18%
TV/Radio	2%

USE OF PACKAGE	
Yes, with any package component	20%
(multiple responses - includes all package combinations)	
Air/Lodging	12%
Air/Lodging/Bus	3%
Air/Lodging/Bus/Tour	3%
Air/Lodging/Rent Car	6%
Air/Lodging/Tour	6%
Air/Rent Car	8%
Guided Tour	9%
(includes both escort & commercial tours)	
Cruise	1%
No	80%

USE OF PREPAID LODGING	
(As part of a package)	
Yes	76%
No	24%
Ave. No. of Nights	12
Median No. of Nights	12

ADVANCE PACKAGE BOOKING	
Same Day	1%
1-3 Days	0%
4-7 Days	1%
8-14 Days	1%
15-30 Days	20%
31-60 Days	18%
61-90 Days	12%
91-120 Days	17%
121-180 Days	19%
181 or More Days	11%
Ave. No. of Days	102
Median No. of Days	90

PRE-BOOKED LODGING (multiple responses)	
Yes, booked by:	65%
Airline Staff	1%
Business Associate	3%
Company Travel Dept.	5%
Friend or Relative	6%
Hotel/Motel Directly	12%
Tour Operator	5%
Travel Agent	28%
Other	13%
No	35%

TRAVEL COMPANIONS	
(Multiple Responses)	
Business Associates	6%
Family/Relatives	23%
Friends	21%
Spouse	36%
Tour Group	3%
Traveling Alone	27%

TRAVEL PARTY SIZE	
Adults Only	93.3
Adults and Children	7%
Ave. Total Party Size	2%
Median Total Party Size	1%

ADULTS ONLY PARTY SIZE	
One	60%
Two	36%
Three	2%
Four or More	3%
Ave. Adult Party Size	1.5
Median Adult Party Size	1

ADULTS & CHILDREN	
Ave. Party Size	4
Median Party Size	4

MAIN PURPOSE OF TRIP	
Business/Professional	14%
Convention/Conference	11%
Leisure/Recreation/Holiday	59%
Religion/Pilgrimages	0%
Study/Teaching	1%
Visit friends/Relatives	14%
Other	1%

PURPOSE OF TRIP	
(Includes both main and secondary trip purposes)	
Business/Professional	17%
Convention/Conference	14%
Health Treatment	3%
Leisure/Recreation/Holiday	75%
Religion/Pilgrimages	1%
Study/Teaching	4%
Visit friends/Relatives	34%
Other	1%

NET PURPOSES OF TRIP	
Business & Convention	27%
Leisure & VFR	83%

TYPE OF ACCOMMODATION	
(multiple respondents)	
Hotel / Motel	74%
Ave. Nights in Destination	3
Private Home	20%
Ave. Nights in Destination	12
Other	10%
Ave. Nights in Destination	5

OVERALL NIGHTS IN DESTINATION	
(multiple responses)	
Ave. Nights in Destination	5
Median Nights in Destination	3

NIGHTS IN THE U.S.	
1-3 Nights	1%
4-7 Nights	14%
8-10 Nights	12%
11-14 Nights	18%
15-21 Nights	31%
22-28 Nights	12%
29-35 Nights	5%
36 or more Nights	8%
Ave. No. of Nights	21
Median No. of Nights	16

FIRST INT'L U.S. TRIP	
Yes	30%
No	70%

U.S. TRIPS LAST 12 MONTHS	
1 Trip	73%
2-3 Trips	19%
4-5 Trips	6%
6-10 Trips	2%
11 or more Trips	0%
Ave. No. of Trips	2
Median No. of Trips	1

U.S. TRIPS LAST 5 YEARS	
1 Trip	36%
2-3 Trips	24%
4-5 Trips	17%
6-10 Trips	12%
11-15 Trips	4%
16 or more Trips	8%
Ave. No. of Trips	5
Median No. of Trips	3

# Overseas Travelers to Utah 2004 Report

NUMBER OF STATES VISITED (Maximum number is seven)	
1 State	13%
2 States	12%
3 States	22%
4 States	32%
5 or more States	21%
Ave. No. of States	4
Median No. of States	4

NUMBER OF DESTINATIONS LISTED (Maximum number is seven)	
1 Destination	12%
2 Destinations	9%
3 Destinations	9%
4 Destinations	10%
5 Destinations	8%
6 Destinations	15%
7 Destinations	37%
Ave. No. of Destinations	5
Median No. of Destinations	6

TRANSPORTATION IN THE U.S. (multiple responses)	
Airlines in U.S.	44%
Bus between Cities	6%
City Subway/Tram/Bus	23%
Company or Private Auto	24%
Railroad between Cities	5%
Motor Home / Camper	3%
Rented Auto	56%
Taxi / Cab / Limousine	25%

PORT OF ENTRY	
Atlanta, GA	5%
Boston, MA	1%
Chicago, IL	10%
Cincinnati, OH	2%
Dallas / Ft. Worth, TX	1%
Detroit, MI	1%
Honolulu, HI	0%
Houston, TX	1%
Los Angeles, CA	26%
Miami, FL	4%
Minn. / St. Paul, MN	1%
New York, NY	7%
Newark, NJ	5%
Orlando, FL	0%
Philadelphia, PA	2%
Portland, OR	0%
San Francisco, CA	13%
Seattle, WA	1%
Other Port	17%

MAIN DESTINATION	
International Destinations	1%
Oceania (Australia, New Zealand)	1%
U.S. Destinations	99%
New England	1%
Middle Atlantic	3%
East North Central	7%
West North Central	0%
South Atlantic	1%
East South Central	0
West South Central	0
Mountain	58%
Arizona	5%
Colorado	5%
Idaho	0%
Montana	0%
Nevada	8%
New Mexico	1%
Utah	39%
Wyoming	1%
Pacific	28%
California	26%
Oregon	0%
Washington	1%
Pacific Islands	1%
Hawaiian Islands	1%

LEISURE ACTIVITIES (multiple responses)	
Shopping	84%
Dining in Restaurants	81%
Visit National Parks	69%
Sightseeing in Cities	60%
Visit Historical Places	53%
Visit Small Towns	53%
Touring Countryside	49%
Casinos/Gambling	44%
Cultural Heritage Sites	36%
Amusement / Theme Parks	35%
Visit Am. Indian Comm.	25%
Camping/Hiking	24%
Guided Tours	24%
Water Sports / Sunbathing	21%
Art gallery/Museum	21%
Concert/Play/Musical	13%
Ethnic Heritage Sites	13%
Environ./Eco. Excursions	9%
Nightclubs/Dancing	8%
Attend sports event	8%
Snow Skiing	6%
Golfing/Tennis	5%
Hunting/Fishing	3%
Cruises	3%
Ranch Vacations	2%

U.S. DESTINATIONS VISITED (multiple responses)	
New England	2%
Middle Atlantic	14%
New Jersey	1%
New York	11%
Pennsylvania	2%
East North Central	13%
Illinois	8%
Michigan	2%
Ohio	2%
Wisconsin	1%
West North Central	5%
Iowa	3%
Minnesota	1%
Missouri	1%
South Dakota	1%
South Atlantic	8%
DC Metro Area	2%
Florida	4%
Georgia	1%
Virginia	1%
East South Central	2%
Tennessee	1%
West South Central	4%
Louisiana	1%
Texas	4%
Mountain	100%
Arizona	46%
Glen Canyon (NP)	6%
Grand Canyon (NP)	32%
Phoenix	6%
Tucson	2%
Colorado	15%
Denver	9%
Idaho	1%
Montana	3%
Glacier (NP)	1%
Nevada	54%
Las Vegas	52%
Reno	1%
New Mexico	4%
Albuquerque	1%
Santa Fe	2%
Utah	100%
Bryce Canyon (NP)	25%
Monument Valley (NP)	9%
Salt Lake City	39%
Zion (NP)	12%
Wyoming	8%
Yellowstone (NP)	5%
Pacific	60%
California	58%
L.A.	35%
San Diego	8%
San Francisco	31%
Death Valley (NP)	5%
Anaheim	2%
Sequoia (NP)	2%
Yosemite (NP)	12%
Oregon	2%
Portland	1%
Washington	4%
Seattle	3%
Pacific Islands	3%
Hawaiian Islands	3%

# Overseas Travelers to Utah 2004 Report

AGE (Male Adults) 68%	
Average (years)	44
Median Male Age	44
18-24 Years	2%
25-29 Years	8%
30-34 Years	11%
35-39 Years	7%
40-44 Years	7%
45-49 Years	8%
50-54 Years	8%
55-64 Years	12%
65+ Years	4%

AGE (Female Adults) 32%	
Average (years)	39
Median Female Age	35
18-24 Years	7%
25-29 Years	4%
30-34 Years	5%
35-39 Years	1%
40-44 Years	4%
45-49 Years	3%
50-54 Years	4%
55-64 Years	3%
65+ Years	2%

AVE. TOTAL TRIP EXPENDITURES	
Per Travel Party / Trip	\$5,680
Per Visitor / Trip	\$3,384

AVE. PACKAGE PRICE	
Per Travel Party / Trip	\$4,465
Per Visitor / Trip	\$2,029

AVE. INTERNATIONAL AIRFARE	
Per Travel Party / Trip	\$2,268
Per Visitor / Trip	\$1,396

AVE. EXPENDITURE U.S. AIRPORT	
Per Travel Party / Trip	\$33
Per Visitor / Trip	\$20

AVE. EXPENDITURE IN U.S. (includes U.S. airport expenditures)	
Per Travel Party / Trip	\$3,165
Per Visitor / Trip	\$1,886
Per Visitor / Day	\$91

TRANSPORTATION IN U.S.	
Per Travel Party / Trip	\$632
Per Visitor / Trip	\$376

LODGING IN U.S.	
Per Travel Party / Trip	\$914
Per Visitor / Trip	\$545

FOOD / BEVERAGES IN U.S.	
Per Travel Party / Trip	\$686
Per Visitor / Trip	\$408

GIFTS / SOUVENIRS IN U.S.	
Per Travel Party / Trip	\$526
Per Visitor / Trip	\$313

ENTERTAINMENT IN U.S.	
Per Travel Party / Trip	\$263
Per Visitor / Trip	\$156

OTHER SPENDING IN U.S.	
Per Travel Party / Trip	\$112
Per Visitor / Trip	\$66

TRIP EXPENSES PAYMENT METHOD	
Credit Cards	55%
Travelers Checks	7%
Debit Cards	3%
Cash	36%

FACTORS IN AIRLINE CHOICE	
multiple responses - based on top 3 choices in aggregate	
Not Involved in Choice	14%
Involved in Choice	86%
Airfare	14%
Convenient schedule	39%
Employer Policy	4%
In-Flight Svc. Rep.	10%
Loyalty to Carrier	9%
Mlg. Bonus / FF. Program	24%
Non-Stop Flight	24%
On-Time Reputation	6%
Prev. Good Experience	22%
Safety Reputation	16%
Other	8%

MAIN FACTOR IN AIRLINE CHOICE	
Airfare	29%
Convenient schedule	20%
Employer Policy	4%
In-Flight Svc. Rep.	2%
Loyalty to Carrier	2%
Mlg. Bonus / FF. Progra	11%
Non-Stop Flight	11%
On-Time Reputation	0%
Prev. Good Experience	4%
Safety Reputation	8%
Other	8%

TYPE OF AIRLINE TICKET (multiple responses)	
First Class	1%
Executive/Business	11%
Economy / Tourist / Coe	80%
Frequent Flyer Award	4%
Frequent Flyer Upgrade	3%
Discount / Group Fare	4%
Non-Revenue	1%
Don't Know	2%

SEATING AREA	
First Class	2%
Executive / Business	16%
Economy / Tourist / Coe	83%

OCCUPATION	
Clerical / Sales	7%
Craftsman / Factory Wc	3%
Government / Military	4%
Homemaker	3%
Manager / Executive	30%
Professional / Technica	32%
Retired	10%
Student	11%
Other	2%

ANNUAL HOUSEHOLD INCOME	
Under \$20,000	11%
\$20,000 - \$39,000	13%
\$40,000 - \$59,999	19%
\$60,000 - \$79,000	3%
\$80,000 - \$99,999	11%
\$100,000 - \$119,999	9%
\$120,000 - \$139,000	6%
\$160,000 - \$179,000	2%
\$180,000 - \$199,000	2%
\$200,000 and over	7%
Ave. Annual Income	\$82,600
Median Annual Income	\$69,900